



**WACH**  
**1400 Pickens St.**  
**Columbia, SC 29201**  
**(803) 252-5757**

# CONTRACT

And:

**Communications Strategies Inc**  
**PO Box 5806**  
**Columbia, SC 29250**

<u>Contract / Revision</u> 638964 /		<u>Alt Order #</u>
<u>Product</u> COMS/2016/SSTV SETZLER 2016		
<u>Contract Dates</u> 09/26/16 - 11/13/16		<u>Estimate #</u>
<u>Advertiser</u> Nikki Setzler for State Senate-D		<u>Original Date / Revision</u> 10/04/16 / 10/04/16
<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WACH	<u>Account Executive</u> House House-Columbia	<u>Sales Office</u> Laurel-Columbia S
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 27.40
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 89826		<u>Advertiser Ref</u> 89822

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WACH	10/05/16	10/23/16	M-F 10-11P	10:00 PM-10:30 PM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	--WTF--				1	\$225.00	4.00			
Week:		10/10/16	10/16/16	MTWTF--				1	\$225.00	4.00			
Week:		10/17/16	10/23/16	MTWTF--				1	\$225.00	4.00			
N 2	WACH	10/24/16	11/13/16	M-F 10-11P	10:00 PM-10:30 PM		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	M--T---				1	\$400.00	0.00			
Week:		10/31/16	11/06/16	MTWTF--				2	\$400.00	0.00			
Week:		11/07/16	11/13/16	M-----				1	\$400.00	0.00			
N 3	WACH	10/10/16	10/30/16	M-F 558a-7am	558a-7am		:30				NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--				2	\$30.00	0.90			
Week:		10/17/16	10/23/16	MTWTF--				1	\$30.00	0.90			
Week:		10/24/16	10/30/16	MTWTF--				1	\$30.00	0.90			
N 4	WACH	11/06/16	11/06/16	NFL on Fox Game 1	1:00 PM-4:00 PM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S				1	\$1,300.00	5.20			
N 5	WACH	10/16/16	10/16/16	NFL on Fox Game 2	4:00 PM-7:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S				1	\$650.00	3.30			
N 6	WACH	10/30/16	10/30/16	NFL on Fox Game 1	1:00 PM-4:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S				1	\$650.00	3.30			
<b>Totals</b>										<b>27.40</b>		<b>14</b>	<b>\$4,995.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	10	\$2,495.00	(\$374.25)	\$2,120.75
10/31/16 - 11/27/16	4	\$2,500.00	(\$375.00)	\$2,125.00
<b>Totals</b>	<b>14</b>	<b>\$4,995.00</b>	<b>(\$749.25)</b>	<b>\$4,245.75</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



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**1400 Pickens St.**  
**Columbia, SC 29201**  
**(803) 252-5757**

<u>Contract / Revision</u>	<u>Alt Order #</u>
638964 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/26/16 - 11/13/16	COMS/2016/SSTV SETZLER 2016	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Nikki Setzler for State Senate-D	10/04/16 / 10/04/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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Product: Communications Strategies, Inc.  
 Campaign: COMS/2016/SSTV Setzler 2016  
 Estimate No.:

Market: COLUMBIA, SC  
 Station: WACH

Rev #: 0  
 Flight From: 09/26/2016 to 11/13/2016

Buyer Name: Sara Anders  
 Sweeps: Share Nov 2015 -> HUT/PUT Nov 15  
 Acctg. Order No.: 18205

# Station Order

*638824*  
*638664*

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Sep 26	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA W35-64 (R)	DMA P18+ (R)
1	MTWRF-- 10:00P-10:30P Comment: P3	LN 30	WACH FOX NW-10	\$225.00 \$675.00	.	1	1	1	.	.	.	3	4.0	3.0
2	MTWRF-- 10:00P-10:30P Comment: P2	LN 30	WACH FOX NW-10	\$400.00 \$1,600.00	.	.	.	.	1	2	1	4	4.0	3.0
3	MTWRF-- 06:00A-07:00A Comment: P3	EM 30	GOOD DAY 1	\$30.00 \$120.00	.	.	2	1	1	.	.	4	0.9	0.7
4	-----Su 01:00P-04:00P Comment: PANTHERS	SP 30	NFL FOOTBALL 1	\$1,300.00 \$1,300.00	.	.	.	.	.	1	.	1	5.2	7.9
5	-----Su 04:00P-07:00P Comment: DALLAS V GB	SP 30	NFL FOOTBALL 1	\$650.00 \$650.00	.	.	1	.	.	.	.	1	3.3	4.7
6	-----Su 01:00P-04:00P Comment: GB V ATL	SP 30	NFL FOOTBALL 1	\$650.00 \$650.00	.	.	.	.	.	1	.	1	5.2	7.9
				\$4,995.00	.	1	4	2	3	3	1	14		

Campaign: COM/S/2016/SSTV Setzler 2016

# Station Order

Station: WACH

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Sep 26	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA	DMA
													W35-64 (R)	P 18+ (R)
Monthly Totals														
Month	Spots	GRP/GRIs	Dollars											
Oct	10	28.1	\$2,495.00											
Nov	4	17.2	\$2,500.00											
	14	45.3	\$4,995.00											

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <span style="font-size: 1.2em;">WACH-TV Columbia, SC</span>	<b>Date:</b> <span style="font-size: 1.2em;">10-3-16</span>
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I, Sara Anders,

being/on behalf of: Nikki Setzler, a legally

qualified candidate of the democratic political

party for the office of: State senate district 26

in the general

election to be held on: Nov 8

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

**Total Charges:** \$4,995 gross / 4,245.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Setzer for Senate Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Randy Davis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10-3-16

Date

Seva Anand

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title